

## Electronic Acknowledgement Receipt

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| <b>EFS ID:</b>                              | 4762711  |
| <b>Application Number:</b>                  | 10043714   |
| <b>International Application Number:</b>    |  |
| <b>Confirmation Number:</b>                 | 6438   |
| <b>Title of Invention:</b>                  | System, method, and software application for targeted advertising via behavioral model clustering, and preference programming based on behavioral model clusters |
| <b>First Named Inventor/Applicant Name:</b> | Isaac Bentolila  |
| <b>Customer Number:</b>                     | 23386  |
| <b>Filer:</b>                               | Michael Zarrabian/Sarah Nielsen  |
| <b>Filer Authorized By:</b>                 | Michael Zarrabian  |
| <b>Attorney Docket Number:</b>              | MET2.PAU.25  |
| <b>Receipt Date:</b>                        | 09-FEB-2009  |
| <b>Filing Date:</b>                         | 09-JAN-2002  |
| <b>Time Stamp:</b>                          | 20:57:32   |
| <b>Application Type:</b>                    | Utility under 35 USC 111(a)  |

### Payment information:

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|--|--------------------|
| Submitted with Payment                   | yes                |
| Payment Type                             | Credit Card        |
| Payment was successfully received in RAM | \$ 130             |
| RAM confirmation Number                  | 5236               |
| Deposit Account                          | 011960             |
| Authorized User                          | SHERMAN,KENNETH L. |

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

Charge any Additional Fees required under 37 C.F.R. Section 1.16 (National application filing, search, and examination fees)

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**File Listing:**

| Document Number | Document Description                                  | File Name                 | File Size(Bytes)/<br>Message Digest                | Multi Part /.zip | Pages (if appl.) |
|-----------------|---|---------------------------|--|------------------|------------------|
| 1               | Amendment/Req. Reconsideration-After Non-Final Reject | MET2PAU25_ROA10082008.pdf | 221566<br>a9160e43d4961e09171e7eb233ab2f70ef44b077 | no               | 28               |

**Warnings:****Information:**

|   |                        |              |   |    |   |
|---|------------------------|--------------|---|----|---|
| 2 | Fee Worksheet (PTO-06) | fee-info.pdf | 30184<br>33942efda6514e4a13a6bfe86499e31befff5dcd | no | 2 |
|---|------------------------|--------------|---|----|---|

**Warnings:****Information:**

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| Total Files Size (in bytes): |  |  | 251750 |
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**New Applications Under 35 U.S.C. 111**

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.